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March 2, 2013

Black Metropolis National Heritage Area (BMNHA) Feasibility Study

Project Advisory Committee Meeting
Tuesday, February 26, 2013
Chicago Public Library Bee Branch Community Room
3647 S. State Street
10:00 am - 12:00 pm

ATTENDANCE

Present: Beth Johnson, City of Chicago, HPRES; Dr. Christopher Reed, BMNHAC/Roosevelt University; James Wilson, City of Chicago, DHED; Leroy Kennedy, Illinois Institute of Technology (IIT); Paula Robinson, BMNHAC; Yvette LeGrand, BMNHAC

Absent: Christopher Vaughn, WTTW; Delmarie Cobb, PAC; Kimberly Brown; PAC/Legacy Attorney CMAP Staff present: Kendra Smith, Sef Okoth, Erin Aleman

1. Welcome and Introductions

The meeting began at 10:20am with introductions; chaired by Sef Okoth from CMAP.

2. Recap of last meeting

Fact sheet. Members suggested we include Bronzeville's legacy in business creation. The Fact sheet should mention Congressman Bobby Rush's effort to champion the designation of the heritage area. There was also concern that the stated population of 85,000 seemed low to some on the committee; suggestions were to mention larger populations of past decades (50s and 60s) and/or include population figures before construction of public housing. Lastly, the fact sheet should be updated with the logo for the BMNHA

Maps. Include the 2nd Ward in the ward map; Aldermanic outreach should include Alderman Fioretti. Another map should be created so that the committee can know what federal legislative districts exist in the study area. Maps were created for internal use, not for use at public meetings.

History sub-committee update. Historical research is factually accurate but it should demonstrate passion, authenticity, and dynamism. Limit research to the scope of the feasibility study. Consider using WBEZ interview tapes as a resource for historical research.

Other resources:

• <u>Bronzeville USA aka South Side Chicago</u> website which is maintained by Paula Robinson

• Discussion on "Exploding 8 myths about life in the old Black Metropolis" at the Chicago Bee Library on March 9, 2013, moderated by Dr. Reed

Other local heritage applications. Are there any other groups in Chicago currently seeking federal designation for a heritage area (that may be in competition with the Black Metropolis NHA)?

- 1. Calumet Heritage Partnership (www.calumetheritage.org) is seeking a National Park designation for Pullman
- 2. Effort underway to extend I & M Canal National Heritage Area to the Calumet Region
- 3. If there is competition between the Black Metropolis and the Calumet Heritage region, the committee should look into; however, Calumet Heritage Partnership is seeking a National Park designation, not the NHA designation sought for the Black Metropolis, reducing potential conflict

3. Provisional Management Plan

CMAP presented the committee with a memo describing the purpose of developing a provisional management plan for the proposed NHA.

Management alternatives. PAC should develop a provisional management plan to inform the evaluation of management alternatives for the heritage area. The management plan discussion will continue over the next two meetings. The management plan must consider at least two management alternatives as part of the feasibility study:

- 1. "No Action/Use of existing authorities" alternative: assumes that there will no additional federal action in the area and that the status quo will continue.
- 2. NHA designation alternative: assumes that the area will be federally designated as a NHA and that will result in increased funding and other resources.

A full management planning process must be completed within three years of receiving the designation. For now, the committee will develop a provisional plan to demonstrate to the National Park Service (NPS) how the coordinating entity will be structured and how it will manage federal funding and other resources that might be received as a result of the designation.

Local Coordinating Entity. Coordinating entity should bring together diverse representation from government agencies, community groups, local institutions, advocacy groups and other stakeholders to create an effective alliance to manage the heritage area.

- Coordinating entity can be structured as tax-exempt 501(c) (3) organizations to make it eligible for tax-deductible charitable contributions. It can have a board of directors, which will be responsible for hiring an executive director. Other tax structures are also a possibility; BMNHAC is currently evaluating the L(3) structure that exists in Illinois. The Committee must consider the legal requirements, accounting procedures and leadership roles in order to decide the appropriate structure for the coordinating entity.
- It should begin with minimal staff, possibly only an executive director and have few a non-voting advisory committees with specialized areas of expertise.
- The Black Metropolis National Heritage Area Commission (BMNHAC) is an entity that was created to be the coordinating entity for the heritage area.

- BMNHAC is completing a feasibility study to communicate its plan, intent, and structure.
 BMNHAC applied to CMAP for assistance with the feasibility study.
- Some members of the Committee feel that we should focus on outreach first. The management of the coordinating entity should come after defining its roles and responsibilities. They feel it is premature to start working on the management plan, even if it is only provisional. However, the provisional management plan is needed for several reasons, as follows:
 - Members of the public will want to know how the NHA will be managed, and will ask for it when we start having public meetings
 - We already have a heritage area that needs to be managed. We have to explain to people what we are proposing and how it will be managed
 - A provisional management plan is needed to explore management alternatives
- Who will be in charge of the resources? Who will be accountable? How does the coordinating
 entity manage resources and stewardship of the heritage area? (Questions put forward by
 Committee, and addressed below)
 - We already have a mission statement and goals of the heritage area, as well as a defined heritage area. We should now define the structure and responsibilities for the coordinating entity, which will inform the management of resources and stewardship. There is a big stewardship responsibility for the entity. The heritage resources need to be managed, protected and promoted.
 - The mission of the coordinating entity is to protect, interpret, promote, and connect heritage assets in the Black Metropolis and educate residents and visitors about their importance. The goals of the coordinating entity among other things include establishing the guidelines and strategies to preserve and promote distinctive heritage resources in the heritage area for educational, recreation and economic development. There are six more goals.

Outreach, Collaboration and Partnerships

- Outreach efforts should convey the message that the Black Metropolis is already a significant heritage area.
- For outreach, the focus should be on identifying potential partners that we can engage with on a one-on-one conversation about this project. We should create a list of key stakeholders with contact information.
- BMNHAC should inform CMAP of whom they want to work with.
- CMAP is looking for letters of support from stakeholders that can be attached to the feasibility study report. It will need an exhaustive list of all the people who participate in the feasibility study process. The challenge will be getting letters from organizations that are NOT part of the PAC.
- The goal of the outreach team is to be able to document how many people are excited about this project and are ready to complete various tasks at different levels. 1-on-1 conversations will also add value to the process by demonstrating commitment, interest, and excitement.
- BMNHAC wants CMAP and the PAC to focus more on marketing and media promotion.
 BMNHAC is looking for ideas on how to market and promote the heritage area. They will

evaluate suggested ideas to see what resonates with people; the goal is a message and materials that are clear and persuasive for public meetings and other outreach.

4. Other Business

- o What should CMAP address or send out information on for the next meeting?
- Meeting notes. Send the materials early so that we can have enough time to review them.
- o Committee members would like to meet with CMAP's communication team to discuss marketing strategy and media promotion plan.
 - There is currently no communication sub-committee, so you need to think about who is going to coordinate the communication team.
 - We can have a conversation about a high level media outreach; but for now, let's focus
 on identifying key partners, individuals, and other stakeholders that we can have oneon-one conversations with to add value and move this project forward.
- 5. Next Meeting-Tuesday, March 26 from 10:00 a.m. to noon, location TBD

The meeting adjourned at 12:03pm. PAC members will be notified in advance of the location for the next meeting